BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 16: Visual Merchandising**
Learning aim(s) (For NQF only)	**A:** Explore how retail outlets apply visual merchandising and display techniques in line with legislation and safety considerations **B:** Examine the psychological and technological merchandising techniques used to influence customers
Assignment title	How should we set out the shop and why?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured a trainee manager apprenticeship at a major clothing retailer in a large shopping centre. Your supervisor has told you that they want to focus your time, initially, on the visual merchandising and display techniques used in store so that by the end of your placement you have demonstrated a solid understanding of the influences on buyer behaviour and the legislation and safety considerations of visual merchandising.

Task 1	You are to create a report that provides: - Details of your investigation of the visual merchandising and display techniques used by two contrasting retail outlets. - An explanation of how visual merchandising is affected by legal and safety regulations. This must be aimed at all members of staff. - A clear analysis of the range of approaches and techniques used in visual merchandising by these two retail outlets. This analysis must be supported by individual research - A final supported evaluation of how different visual merchandising and display techniques contribute to the success of these two contrasting retail businesses. You must show evidence of independent research throughout the assignment, and provide the necessary evidence either in the body of the report or as appendices.
Task 2	You have successfully completed your report and have

	received positive feedback from your line manager about it. They now want you to prepare a presentation covering the following points: - An explanation of how psychological techniques are used by two contrasting retail outlets - An explanation of how technological techniques are used by two contrasting retail outlets. - An analysis and evaluation of how these techniques can increase business success in these two retail outlets.
Checklist of evidence required	A report – Task 1 A presentation – Task 2
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
16/B.D2	Evaluate how psychological and technological techniques are used to increase business success.
16/A.D1	Evaluate the extent to which different visual merchandising and display techniques contribute to the success of two contrasting businesses.
16/B.M2	Analyse how psychological and technological techniques are used to increase business success.
16/A.M1	Analyse the different approaches to visual merchandising used by contrasting businesses, supported by independent research.
16/B.P4	Explain how technological techniques are used by two contrasting retail outlets.
16/B.P3	Explain how psychological techniques are used by two contrasting retail outlets.
16/A.P2	Explain how visual merchandising is affected by legal and safety regulations.
16/A.P1	Investigate the visual merchandising and display techniques that can be used in retail outlets.
Sources of information to support you with this Assignment	www.wordskills.org www.brightknowledge.org www.visualmerchandiser.co.uk www.repsly.com The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners. **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/support/published-resources.html#step1
Other assessment materials attached to this Assignment Brief	